



GAME DESIGN CONSULTING SERVICES
contact@franckfitrzyk.com

FRANCK FITRZYK

Adaptative design solutions
Strategic Innovation
Game Design Quality Assurance



This team is circling around with their issues

Difficulties to share the vision within their team & outside

Can't manage to figure their core pillars right

Features & systems do not fit the game's vision

Stuck in their ideation & design process

Do not know how to address players' feedback

Difficulties to make design choices



This team called Franck

Confident in their vision

Design process up & running

Armed to design & develop from Concept to LiveOps



WHO IS FRANCK?

Armed with a Master's in Game Design & Management from Rubika Supinfogame, Franck Fitrzyk has **a decade of experience** in the video game industry, occupying **diverse design roles** across multiple platforms, addressing challenges in various game genres, developing systems, controls, tools, economic structures, and multiplayer settings. Throughout his journey, Franck has **refined design methods** and enhanced technical tools to **facilitate content creation**. He's whole life is organized around entertainment.



 Nantes, France

Average of

77

CORE COMPETENCES



Deep Understanding of Player Psychology

A decade of experience understanding player motivations, essential for crafting rewarding experiences



Expertise Across Genres and Platforms

Broad experience across various game genres and platforms (mobile, PC, console)



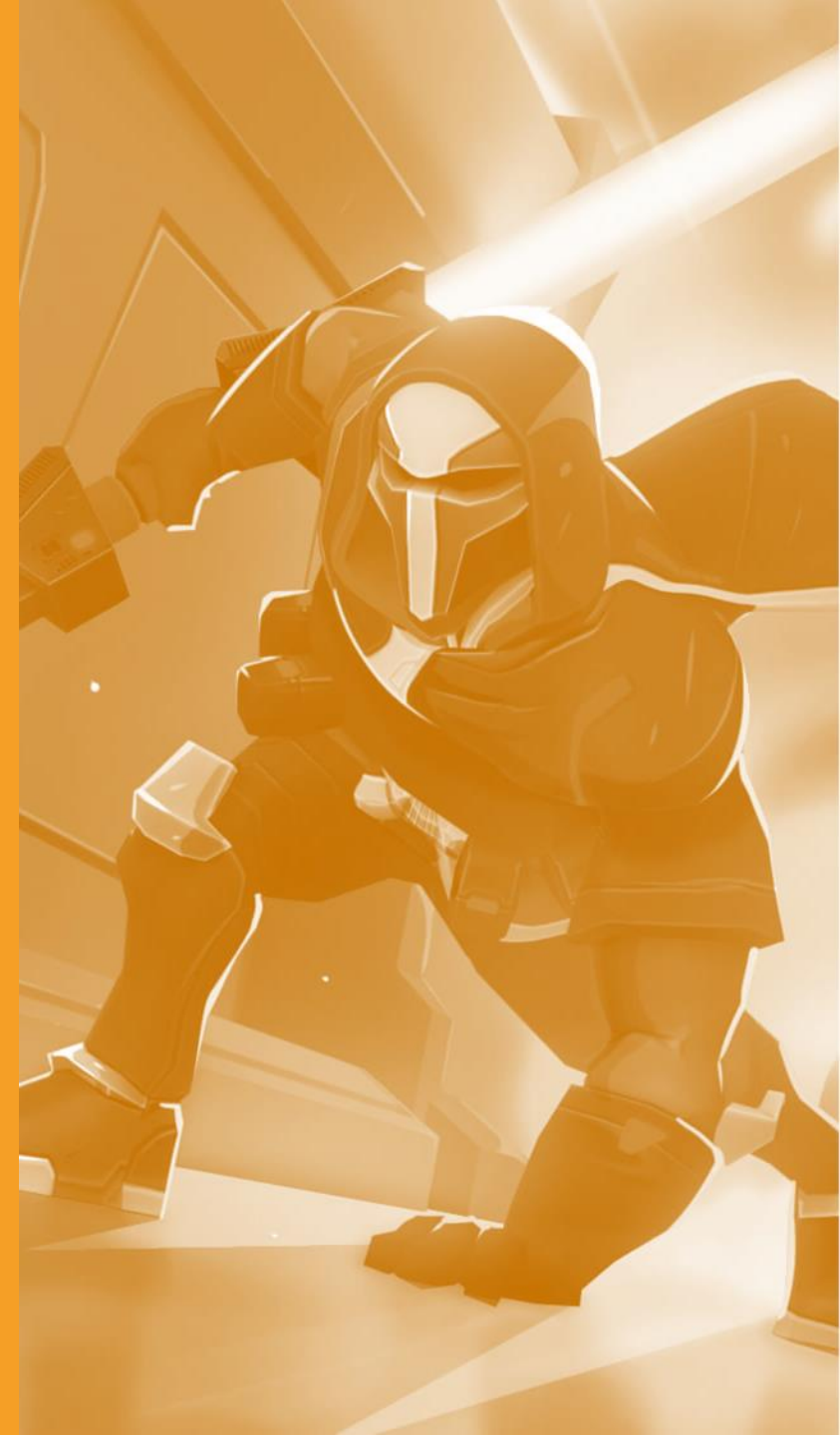
Advanced Problem-Solving Skills

Seasoned in overcoming challenges, developing invaluable problem-solving skills



Player Engagement Strategies

Experience in developing strategies to maximize player engagement, retention, and monetization



WORKING WITH YOU IS MEANINGFUL

The promise



HONEST ANALYSIS

Providing critical feedback & identifying weaknesses to support you with the right information to reach your objective.



PLAYER-CENTRIC APPROACH

A strong focus on creating games that are tailored to the preferences and motivations of the target audience.



CLIENT-CENTRIC APPROACH

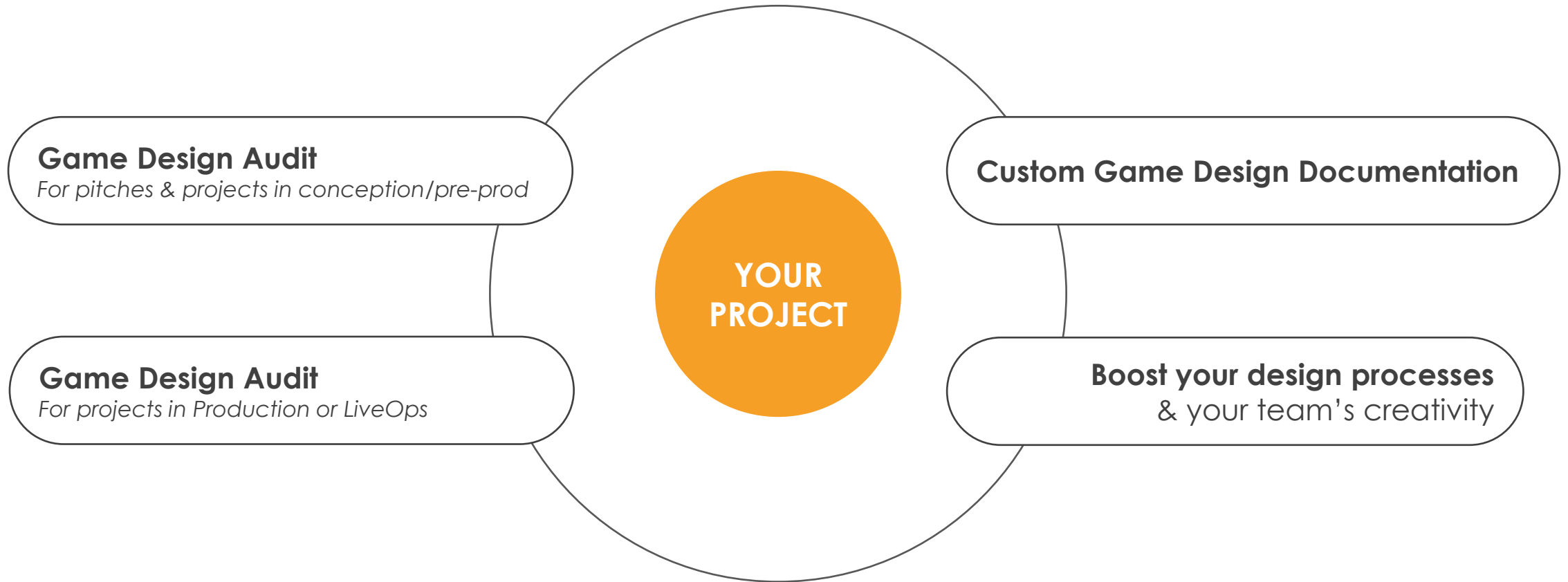
A commitment to placing the client's needs and vision at the forefront of all work, ensuring a collaborative and transparent working relationship.



CLEAR COMMUNICATION

Accepting external feedback is tough, so it's crucial to provide clear, concise analysis that teams can comprehend and draw positive energy from.

Select the Services you need





GAME DESIGN AUDIT

For Pitches & projects in conception/pre-prod

Wondering if a new game can truly engage its target audience?

Looking to strengthen your game vision?

Seeking a second opinion on a pitch deck for funding?

Is your vertical slice answering your gates' objective?

ADVISORY

Analyzes vision decks, demos or gameplay videos to determine:

- The solidity of the game design and the compatibility of its features for a good gameplay experience
- Competitiveness of the feature set and its potential to attract and capture market share from competitors
- The ability of its features, mechanics, and systems to meet the motivations of its target audience
- The realism of the scope in relation to its projected time to market

ANALYSED ELEMENTS

- High level vision and pillars
- USP's and distinction from competitors
- Alignment of Target audience & player motivations
- Core gameplay challenges and depth
- Loops, structures and flows
- Potential for Retention
- Monetization model
- Scope versus estimated production time



GAME DESIGN AUDIT

For projects in production & LiveOps

*Do you want to confirm your product's ability to rival its competitors?
Do you need an assessment of the new direction after a significant project shift?
Are you seeking a fresh perspective on the remaining work to realize the vision?*

ADVISORY

Review of your game's documentation and latest build, then conduct of a game design analysis to determine:

- Game's strengths, areas needing enhancement, and worthy investment zones
- Its proximity to a shippable state
- Simplifications aligning with the game vision
- Performance potential with its target groups
- Strategies to attract a wider audience

ANALYSED ELEMENTS

- Core gameplay challenges
- Gameplay depth
- Gameplay complexity & learning curve
- Progression system & player goals
- Loops, structures and flows
- Retention mechanics
- Alignment of player motivations with the target audience
- Monetization model

CLASSIC CUSTOM GAME DESIGN DOC

*Do you need an expert to craft a game design document tailor-made for your unique vision?
Having difficulty articulating your game concept into a structured document?
Want to ensure your idea/vision/feature is effectively communicated to your development team?
Looking for a design process that's modeled around your specific needs ?*

Personalization - Get a game design document that reflects your unique vision and goals.

Efficiency - Ensure a streamlined development process by providing a clear and comprehensive guide.

Expertise - Leverage seasoned game designers who can translate any idea, no matter how unique, into a concrete design.

Collaboration - Work closely with designers to refine and perfect your game concept.

Peace of Mind - Move forward with confidence, knowing that your vision has been expertly transformed into a tangible blueprint





Let's work together.

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Pricing can vary depending on the scope of the project and the expected deliverable deadlines.